British Columbia Alpine Skier Survey 1985 - 1986

British Columbia
Ministry of Economic Development

CANADA WEST SKI AREAS ASSOCIATION

THE BRITISH COLUMBIA ALPINE

SKIER SURVEY 1985/86

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Minister of Economic Development

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List of the Ski Area Participants and Number of Completed Questionnaire

Name	Location	Completed Questionnaires
1. Mount Washington	Courtenay	401
2. Blackcomb Skiing Enterprises	Whistler	273
3. Whistler Mountain Ski Corporation	Whistler	397
4. Grouse Mountain Resorts	Vancouver	244
5. Manning Park Resort	Princeton	188
6. Cypress Bowl	Vancouver	166
7. Tod Mountain Development	Kamloops	135
8. Silver Star Mountain Resort	Vernon	196
9. Big White Ski Development	Kelowna	202
10. Apex Alpine Recreations	Penticton	192
11. Whitewater Ski Area	Nelson	116
12. Kimberley Ski & Summer Resort	Kimberley	204
13. Fernie Snow Valley	Fernie	119
14. Fairmont Hot Springs Resort	Fairmont	9
15. Panorama Resort	Invermere	153
16. Mount McKenzie Ski Development	Revelstoke	58
17. Powder King Ski Village	Mackenzie	420
18. Smithers Ski Corporation	Smithers	271
TOTAL		3,711

Geographical Index

Ski Regions	Ski Area	Tourism Region
Vancouver Island	Mount Washington	Region A
Coast	Manning Park Resort	Region B
	Grouse Mountain Resorts	
	Whistler Mountain Ski Corporation	
	Blackcomb Skiing Enterprises	
	Cypress Bowl	
Thompson-Okanagan	Apex Alpine Recreations	Region C
	Big White Ski Development	
	Silver Star Mountain Resort	
	Mount McKenzie Ski Development	
	Tod Mountain Development	Region E
Kootenay-Rockies	Whitewater Ski Area	Region D
	Kimberley Ski & Summer Resort	Region I
	Panorama Resort	
	Fernie Snow Valley	
	Fairmont Hot Springs Resort	
Northern B.C.	Smithers Ski Corporation	Region G
	Powder King Ski Village	Region H

The British Columbia Alpine Skier Survey 1985/86

Introduction

The 1985/86 Alpine Skier Survey was conducted by the Ministry of Economic Development and Canada West Ski Areas Association in cooperation with the operators of the major ski resorts throughout British Columbia. Over 3,700 skiers were surveyed during the 1985/86 season at 18 resorts selected to geographically represent the five ski regions in the province. Samples from these resorts were chosen to represent resident skiers throughout the province and non-resident skiers visiting British Columbia.

The purpose of the survey is to expand and update the present data base and to provide the background information for the further development and marketing of the British Columbia ski product. The data provided describes the skiing characteristics, travel patterns, and attitudes and expenditures of skiers to the province.

The ministries of the provincial government use the results to assist in the evaluation of the size and economic impact of the industry at the regional and provincial level. Survey data will also contribute to the framework of information and future plans regarding capital investment and market development.

The author would like to thank the ski resorts participating in this continuous research program. Comments and suggestions relating to the survey and this report will be welcomed.

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Methodology

The survey was taken over a period of five months. The interview schedule consisted of one week day and one weekend day for each week of the survey.

The questionnaire was to be administered at each resort in a day lodge eating area during the early afternoon after the skier had the opportunity to ski and use the other facilities. Skiers were selected randomly and only one representative per skier group completed the questionnaire.

Prior to each day of surveying the interviewer was required to undertake a skier profile to determine age and sex of the skiers at individual resorts. This was done during the morning at a location where all skiers would pass, such as the lift ticket lineups. Questionnaires were subsequently distributed in quantities according to the mix of skiers as determined by the skier profile.

Questionnaires were to be tallied and checked daily and forwarded to the Ministry of Economic Development for compilation.

Training of the field staff was conducted by the industry. The Coordinator of Ski Development met with the operators of the ski resorts and briefed the operators on the objectives and the methodology of the study. Each stage of the survey procedure was explained to the ski areas who were asked to carry out the survey. The operators were also supplied with instruction manuals which contained explicit directions for administering the survey as well as detailed explanations of the questionnaire. The operators were then responsible for training their staff in the necessary procedures and for overseeing their interview technique.

The questionnaire format is very similar to the previous surveys to allow comparative analysis. The questions were intended to ascertain skiers' travel habits, satisfactions and opinions of the British Columbia ski areas.

The following analysis of the 1985/86 British Columbia Alpine Skier Survey is intended as a summary; the tables and comments will be directed at the provincial and regional level. Unless otherwise noted, this data has not been adjusted or weighted and is therefore subject to variance. Rounding, multiple responses, missing responses and missing cases affect the totals. Therefore totals can be more, less or equal to 100%. The relative proportion of one response to another and the relationship from region to region is assumed to be accurate.

Skier Profile

Approximately 97% of all interviews were with skiers who ski primarily to be "out of doors" or "to exercise."

Twenty-one percent have less than intermediate skills; 44% consider themselves intermediate skiers, and 35% are advanced or expert skiers.

Family and friends are the predominant source of new skiers.

Skiers have skied an average of 6.5 years and almost 62% have skied more than 5 years.

Skiers ski an average of 14 days (13.94) each season.

More than 80% of those interviewed take at least one overnight trip and the average is 3 trips (2.88) per season.

The average number of days skied per trip is 2.78 days.

Convenience and perceptions of the area are the reasons skiers select a ski area.

Fifty-eight percent use day passes.

Only 12% are taking lessons but almost 22% rent equipment.

Are you a skier?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	98.25	98.00	98.10	92.83	96.83	97.00
No	1.75	2.00	1.90	7.17	3.17	3.00
SUM	100.00	100.00	100.00	100.00	100.00	100.00

With the exception of the Kootenays/Rockies region, well over 95% of all replies are affirmative, indicating there continues to be only a small portion of the travel party who does not ski. Clearly the area visitor is a skier.

Why do you ski?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
To exercise	23.14	25.78	25.13	21.64	24.00	24.35
To be out of doors	25.99	29.60	32.12	26.44	28.08	28.92
To travel	4.75	5.33	4.89	9.28	6.43	6.03
To socialize	14.10	12.60	14.67	16.31	15.40	14.33
To be with family	11.25	8.42	7.84	11.83	7.79	9.05
Other	20.76	18.25	15.35	14.50	18.30	17.33
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The key motivation appears to be an interest in "exercise," and the opportunity "to be out of doors". Socializing is an important secondary consideration whereas to be with family and to travel are less important. There is a significant "other" response in this question indicating there are other motivations not identified in the question.

How do you classify yourself as a skier?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Beginner	8.52	7.05	8.03	9.57	13.66	9.04
Novice	10.95	9.56	12.36	14.36	17.21	12.47
Intermediate	42.09	43.10	45.86	44.79	44.10	44.03
Advanced	28.95	28.92	24.10	20.00	20.20	24.89
Expert	9.49	11.36	9.64	11.28	4.84	9.57
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Well over 40% of the skiers regard themselves as intermediate skiers and a further 20 - 30% consider themselves to be either advanced or expert. Clearly the ski areas in this survey are catering to capable skiers.

There appears to be more advanced skiers in the Island and Coast regions and fewer experts in the North. All regions report a consistent 42% - 44% group of intermediates.

Who/what introduced you to skiing?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Friends	44.23	47.32	49.69	47.79	57.00	49.37
Family	36.61	36.30	31.41	37.07	27.57	33.78
Club/Group	7.37	5.12	4.29	6.97	5.00	5.45
Ski Area Advertising	1.97	2.76	5.03	1.36	2.86	2.96
Other Advertising	0.49	0.79	1.10	0.85	1.14	0.90
Other	9.34	7.72	8.47	5.95	6.43	7.54
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Currently the source of new skiers appears to come from friend or family introductions to the activity. Family is less important in the North and Okanagan/Thompson regions.

Approximately how many years have you skied at least once each season?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
One	7.58	5.73	6.28	9.93	14.20	8.29
Two	6.82	7.61	8.97	11.88	10.69	9.05
Three	10.61	10.39	7.31	12.06	13.03	10.51
Four	15.91	9.57	10.38	8.33	12.30	10.75
Five to eight	30.05	24.96	27.82	25.00	22.11	25.60
Nine to twelve	29.04	41.73	39.23	32.80	27.67	35.80
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	6.17	6.91	6.80	6.10	5.58	6.48

More than half of the respondents indicated they have skied more than five years but 20% have skied for only 3 - 4 years. This does not measure the frequency or number of days of skiing, only the number of years of active involvement. The weighted average for B.C. is 6.48 years and this is fairly consistent in all regions.

How many overnight ski trips do you take on the average each year?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
None	19.80	16.34	19.31	12.96	25.72	18.59
One	24.01	24.64	31.46	32.40	20.81	26.50
Two	18.56	19.73	20.59	21.54	18.35	19.80
Three	9.90	10.23	9.85	13.13	11.99	10.89
Four	6.93	5.64	6.01	7.18	6.07	6.18
Five to eight	6.93	6.76	5.88	5.95	8.09	6.72
Over eight	13.86	16.67	6.91	6.83	8.96	11.32
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	3.08	3.28	2.46	2.57	2.77	2.88

There is a sizable component (almost 20%) that does not take an overnight trip, but on average 80% of those who ski at these resorts take at least one trip. The weighted average for B.C. is 2.88 or almost three trips each year.

Kootenays/Rockies region skiers take the greatest number of trips and the North region skiers take the least.

Over the past 3 years including both daily ski trips and overnight ski trips, how many days on average have you actually spent skiing per year?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Three or less	11.50	10.11	10.86	14.72	17.69	12.54
Four to five	10.75	10.76	11.37	13.64	13.16	11.78
Six to seven	9.50	10.11	7.92	11.85	11.40	10.08
Eight to ten	10.00	13.03	13.03	14.90	12.57	12.90
Eleven to fourteen	12.50	14.32	11.75	11.13	13.01	12.84
Fifteen to twenty-one	12.50	15.05	15.96	10.77	12.43	13.83
Twenty-two to twenty-eight	8.00	8.09	8.43	7.18	5.99	7.62
Twenty-nine or more	25.25	18.53	20.69	15.80	13.74	18.42
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	15.37	14.41	14.87	12.73	12.17	13.94

The distribution is somewhat even, with approximately 20 - 25% of skiers skiing 5 days or less. B.C. skiers, however, can be considered frequent skiers in that more than 40% of the market indicates they ski 15 days or more each year. Notably the Kootenays/Rockies and the North report fewer skiers in these categories whereas the Island region shows 25% ski 29 days or more. The weighted average is almost 14 days each season (13.94) ranging from a high of 15.37 on the Island to a low of 12.17 in the North.

Do you plan to ski at this area on this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	98.98	97.44	97.67	99.10	98.95	98.19
No	1.02	2.56	2.33	0.90	1.05	1.81
SUM	100.00	100.00	100.00	100.00	100.00	100.00

These replies confirm that the people are at the resorts to ski and not for some other reason.

Why did you decide to ski at this area today?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Convenience	21.06	20.29	17.91	14.79	16.68	18.29
Best area in region	19.79	16.86	13.60	10.68	25.51	17.38
Lift ticket price	0.69	5.59	2.51	5.21	1.59	3.46
Seasons Pass Holder	15.51	9.38	11.40	5.94	3.52	8.81
Lessons	2.08	2.93	2.26	1.83	0.80	2.07
Snow conditions	8.56	10.10	11.28	12.33	17.74	12.10
Club outing	2.43	2.43	4.51	7.95	1.86	3.59
Printed ad	0.35	0.63	1.42	1.83	0.66	0.95
Radio/TV ad	0.23	0.41	1.22	1.64	1.33	0.94
Recommended	2.31	4.91	5.35	9.22	4.45	5.25
Accessibility	9.03	8.03	6.51	5.39	8.17	7.45
Friends went	12.62	10.91	14.05	15.07	13.89	13.04
Other	5.32	7.53	7.99	8.13	3.79	6.68
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The leading factors affecting the decision of where to ski are convenience, the anticipated quality of the ski experience, snow conditions and the opportunity to ski with friends.

Convenience was most important on the Island and least important in the Kootenays/Rockies, suggesting that the access is better or the skiers travel less each day in the Kootenays/Rockies than on the Island.

Season passes are an important factor on the Island and in the Okanagan/Thompson.

Snow conditions are the most important factor in the North and less so in all other regions, and the opportunity to ski with friends is important in all regions.

Lift ticket prices, advertising and the availability of lessons did not appear to contribute to the decision to ski that day.

What type of lift pass do you have?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Day	49.87	62.64	44.02	48.20	80.80	58.44
Season	40.81	20.15	28.70	14.39	9.31	21.33
Multi-day	6.80	10.77	14.41	17.45	4.43	10.96
Included in Ski Package Plan	2.52	6.44	12.87	19.96	5.47	9.28
SUM	100.00	100.00	100.00	100.00	100.00	100.00

There is a wide variation in the type of ticket held by each region.

Day passes are most common in the North and in the Coast region, and season passes are most important on the Island. Multi-day and ski packages are more significant in the Okanagan/Thompson and the Kootenays/Rockies regions. However, overall, 58.44% still ski on a day pass and 21.33% ski on season passes.

Are you taking ski lessons this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	15.31	11.78	13.50	15.94	7.09	12.28
No	84.69	88.22	86.50	84.06	92.91	87.72
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Approximately 10 - 15% of the skiers indicate they are taking lessons. This coincides with the beginner or novice proportion of the market. Lessons are least significant in the North.

Are you renting ski equipment on this trip.

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	19.70	19.88	17.69	24.10	28.89	21.73
No	80.30	80.12	82.31	75.90	71.11	78.27
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Approximately 20% of the skiers indicate they are renting equipment ranging from a low of approximately 17% in the Okanagan/Thompson to a high of almost 29% in the North.

Where else will you or have you skied this season?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Lower Mainland	26.08	30.18	17.15	4.76	11.15	19.35
Vancouver Island	23.83	5.81	4.56	1.39	4.34	6.25
Thompson Okanagan/Interior	9.38	9.52	23.90	6.35	9.39	12.01
Kootenays/Rockies	5.82	3.87	8.95	16.37	6.10	7.80
Northern B.C.	2.44	2.62	2.53	1.39	21.36	5.27
Other B.C.	3.19	5.18	6.08	6.55	8.45	5.94
Alberta	5.82	5.18	14.10	28.08	21.24	13.86
Eastern Canada	1.13	4.71	1.77	1.79	2.11	2.79
Other Canada	1.13	1.73	1.52	5.85	1.06	2.28
Washington	6.00	13.08	5.57	3.37	2.46	7.34
Idaho	1.88	2.62	1.69	4.37	0.94	2.40
Montana	1.31	1.15	3.21	8.83	1.76	3.12
California	2.44	2.62	1.86	1.49	2.23	2.17
Eastern U.S.	0.38	1.78	0.42	0.89	0.47	0.98
Other U.S.	1.69	3.19	1.27	2.08	0.59	2.02
Europe	3.00	2.82	1.94	2.58	1.41	2.39
Other	4.50	3.97	3.46	3.87	4.93	4.04
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Not surprisingly, skiers tend to ski in adjoining regions which corroborates the convenience aspect associated with the decision on where to ski.

The results can be summarized as follows: Island region skiers ski in the Lower Mainland and Vancouver Island, Okanagan/Thompson and Washington State. Coast skiers ski the Lower Mainland, Washington State and the Okanagan/Thompson. Okanagan/Thompson skiers ski the Okanagan/Thompson, Lower Mainland and Alberta. Kootenays/Rockies skiers ski predominately in Alberta, then the Kootenays/Rockies as well as Montana. The North region shows skiers ski Northern B.C., Alberta and the Lower Mainland.

This demonstrates the regional aspect of skier markets as well as the need for convenience and easy access in exchange for proxmity. It also reflects a willingness to travel on the part of skiers, at least to neighbouring ski regions.

How many days will you ski on this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
One	47.59	46.11	34.98	16.64	50.15	39.98
Two	21.27	15.40	18.34	24.70	28.80	20.65
Three	11.14	10.81	11.18	19.73	10.23	12.24
Four to Five	7.34	10.40	21.46	26.07	5.12	13.91
Six to Seven	3.04	8.68	3.90	7.20	2.49	5.67
More than Seven	9.62	8.60	10.14	5.66	3.22	7.56
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	2.53	2.81	3.08	3.35	2.03	2.78

The responses coincide very closely with the previous length of trip question and corroborate that the skiers are at the area to ski.

The weighted average is 2.78 days per trip ranging from a low of 2.03 in the North to a high of 3.35 in the Kootenays/Rockies.

Skier Origins

Major markets are Vancouver (33.00%), Calgary (6.79%), Victoria (3.94%), and the Fraser Valley (3.65%).

The majority of skiers are still British Columbians (68.7%) followed by Albertans (13.43%) and Other Canadian (9.83%).

Major urban areas other than Vancouver and Calgary include Edmonton, Saskatoon, Toronto and Seattle.

The largest offshore source of skiers continues to be Australia and New Zealand (1.13%).

The United States contributes less than 6% (5.91%), most of which comes from Washington State (3.62%).

Downhill Skier Origins (Weighted Average)

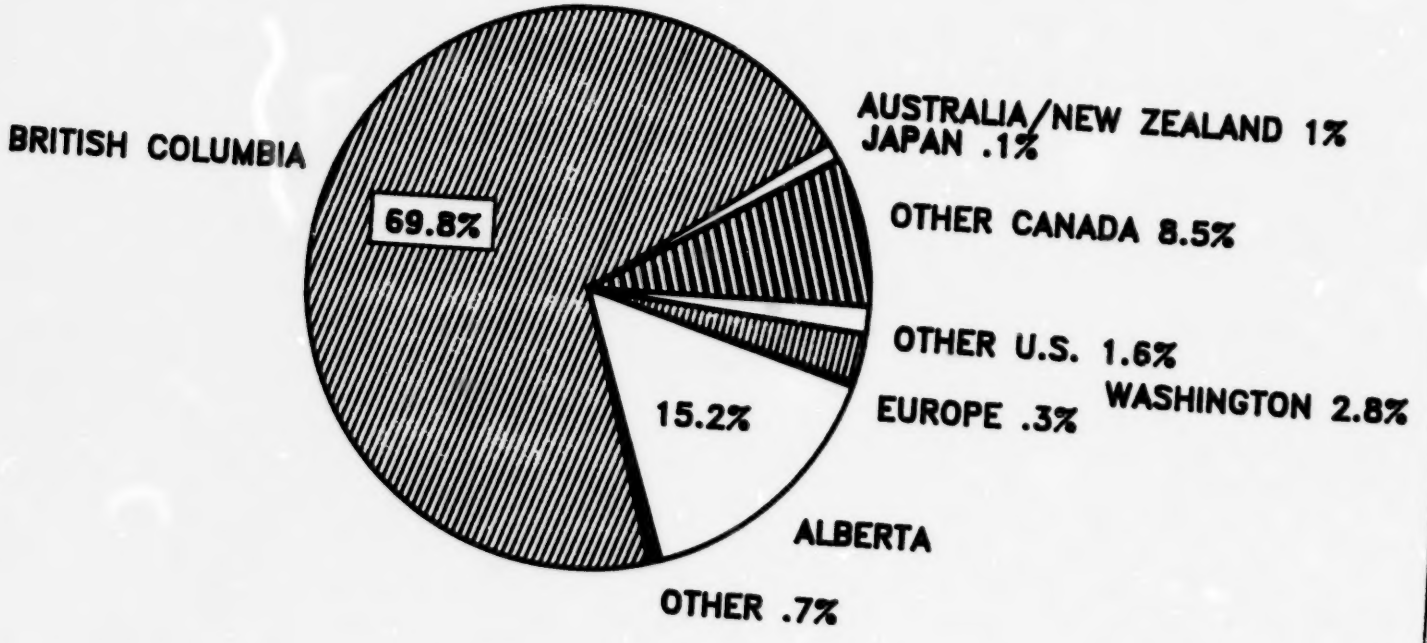
Where is your permanent place of residence?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Victoria Area	2.26	1.11	0.42	0.11	0.03	3.94
Duncan	0.47	0.19	0.22	0.00	0.00	0.89
Nanaimo	1.19	0.12	0.14	0.00	0.01	1.45
Parksville/Port Alberni	0.40	0.27	0.06	0.03	0.00	0.76
Courtenay/Comox/Campbell R.	3.00	0.08	0.06	0.00	0.01	3.15
North Vancouver Island	0.34	0.15	0.03	0.03	0.01	0.55
Greater Vancouver	0.47	29.18	2.95	0.37	0.04	33.00
Fraser Valley	0.09	2.76	0.78	0.00	0.01	3.65
	0.02	0.04	0.00	0.00	0.00	0.06
Okanagan Falls and South	0.00	0.04	0.22	0.06	0.00	0.32
Penticton Area	0.00	0.08	1.53	0.00	0.01	1.62
Kelowna Area	0.00	0.08	3.01	0.06	0.02	3.16
Vernon Area	0.00	0.00	2.09	0.00	0.00	2.09
Greenwood Grand Forks	0.00	0.00	0.00	0.03	0.00	0.03
Rossland Trail	0.00	0.04	0.03	0.00	0.01	0.07
Castlegar Slocan	0.00	0.00	0.08	0.08	0.00	0.17
Nelson Kaslo	0.00	0.04	0.03	1.43	0.00	1.50
Creston Salmo	0.00	0.00	0.00	0.17	0.00	0.17
Cache Creek Lillooet	0.02	0.08	0.00	0.00	0.00	0.10
Kamloops Area	0.02	0.19	2.29	0.06	0.61	3.17
Salmon Arm	0.00	0.00	0.28	0.00	0.00	0.28
Revelstoke Golden	0.00	0.00	1.31	0.03	0.01	1.34
Highway 5 North	0.00	0.04	0.03	0.00	0.01	0.07
100 Mile House	0.00	0.00	0.03	0.00	0.00	0.03
Williams Lake Area	0.00	0.00	0.17	0.00	0.00	0.17
Quesnel Area	0.02	0.08	0.17	0.00	0.01	0.27
Prince George East	0.00	0.04	0.03	0.00	0.01	0.07
Prince George Area	0.00	0.19	0.14	0.00	0.71	1.04
Vanderhoof Houston	0.00	0.00	0.00	0.00	0.32	0.32
Smithers Hazelton	0.00	0.00	0.05	0.03	0.40	0.48
Terrace Kitimat Prince Rupert	0.04	0.08	0.05	0.00	0.74	0.93
Fort St John Dawson Creek	0.02	0.08	0.00	0.00	0.93	1.03
Other North	0.00	0.12	0.00	0.03	0.16	0.30
Fernie Area	0.00	0.00	0.00	0.51	0.00	0.51
Kimberley Cranbrook	0.00	0.00	0.00	0.45	0.00	0.45
Fairmont Invermere	0.00	0.00	0.00	0.17	0.00	0.17
Merritt Princeton	0.00	0.42	0.03	0.00	0.00	0.45
Squamish Pemberton	0.00	0.38	0.00	0.00	0.00	0.38
Mackenzie	0.00	0.00	0.00	0.00	0.30	0.30
Tumbler Ridge	0.00	0.00	0.00	0.00	0.20	0.20
Nakusp	0.00	0.00	0.00	0.03	0.00	0.03
	0.00	0.00	0.00	0.00	0.01	0.01
	0.02	0.00	0.00	0.00	0.00	0.02

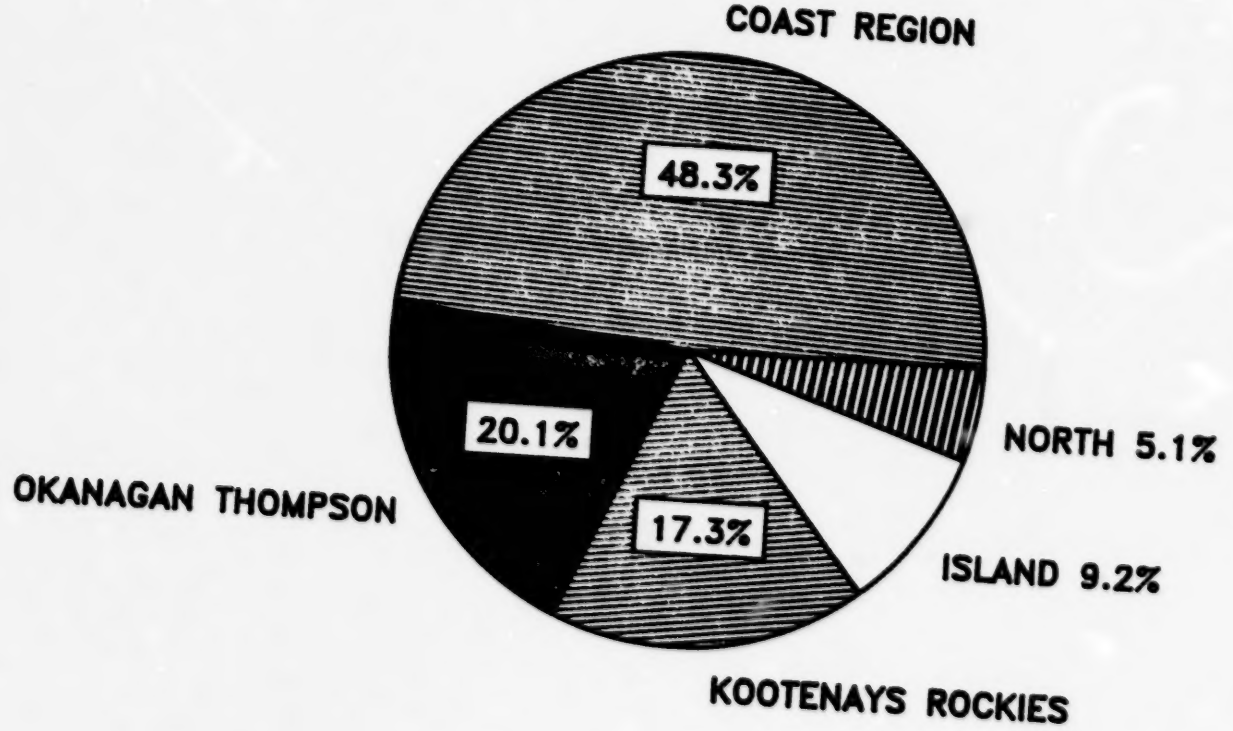
continues ...

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Grande Prairie	0.00	0.04	0.03	0.03	0.50	0.60
Edmonton Area	0.07	0.31	1.03	1.29	0.10	2.80
Calgary Area	0.00	0.38	1.11	5.26	0.03	6.79
Lethbridge Area	0.00	0.00	0.03	0.53	0.01	0.58
Red Deer Area	0.00	0.08	0.08	0.23	0.00	0.39
Medicine Hat Area	0.00	0.00	0.03	0.17	0.00	0.20
Other Alberta	0.00	0.04	0.70	1.07	0.27	2.07
Regina Area	0.00	0.08	0.00	0.20	0.00	0.28
Saskatoon Area	0.02	0.15	0.08	2.00	0.01	2.26
Other Saskatchewan	0.02	0.08	0.22	1.13	0.02	1.47
Winnipeg Area	0.00	0.58	0.19	0.20	0.01	0.97
Other Manitoba	0.00	0.04	0.03	0.28	0.00	0.35
Toronto Area	0.00	1.27	0.06	0.17	0.00	1.49
Other Ontario	0.02	1.69	0.25	0.08	0.03	2.08
Montreal Area	0.00	0.46	0.00	0.00	0.00	0.46
Quebec City	0.00	0.04	0.00	0.00	0.00	0.04
Other Quebec	0.00	0.08	0.03	0.00	0.00	0.10
Other Canada	0.02	0.12	0.14	0.00	0.04	0.31
	0.00	0.00	0.03	0.00	0.00	0.03
Seattle Tacoma	0.02	1.31	0.11	0.00	0.00	1.44
Spokane Area	0.00	0.08	0.03	0.23	0.00	0.33
Bellingham Area	0.00	0.54	0.00	0.00	0.00	0.54
Other Washington	0.00	0.81	0.39	0.11	0.00	1.31
Portland Area	0.00	0.12	0.03	0.00	0.00	0.15
Other Oregon	0.00	0.12	0.00	0.00	0.00	0.12
Los Angeles Area	0.00	0.12	0.00	0.03	0.00	0.15
San Francisco Area	0.00	0.12	0.00	0.03	0.00	0.14
Sacramento Area	0.00	0.04	0.03	0.03	0.00	0.10
Other California	0.02	0.31	0.08	0.00	0.00	0.41
Kalispell Area	0.00	0.00	0.00	0.06	0.00	0.06
Idaho	0.00	0.08	0.00	0.00	0.00	0.08
Texas	0.00	0.04	0.03	0.00	0.00	0.07
Illinois	0.00	0.04	0.00	0.00	0.00	0.04
Minnesota	0.00	0.04	0.00	0.00	0.00	0.04
Other USA	0.00	0.81	0.06	0.08	0.00	0.95
	0.00	0.08	0.00	0.00	0.04	0.12
Europe	0.00	0.38	0.06	0.03	0.00	0.47
Japan	0.00	0.08	0.00	0.03	0.00	0.11
Australia New Zealand	0.36	0.65	0.11	0.00	0.01	1.13
Other World	0.02	0.38	0.03	0.03	0.00	0.46
SUM	8.99	47.29	21.79	16.91	5.02	100.0

ORIGINS OF DOWNHILL SKIERS
B.C. SKIER SURVEY
1985/86



DESTINATION OF DOWNHILL SKIERS
B.C. SKIER SURVEY
1985/86



Skier Origins (%)

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North
B.C.	93.29	75.78	77.18	21.66	78.54
Alberta	.75	1.78	13.8	50.74	18.24
Other Canada	1.0	9.645	4.6	23.95	2.01
Washington	.25	5.76	2.43	3.0	0.00
Other U.S.	.25	3.63	1.03	1.17	0.00
Europe	0.00	0.81	0.26	0.17	0.00
Japan	0.00	0.16	0.00	0.17	0.00
Australia/New Zealand	3.99	1.38	0.51	0.00	0.14
Other	0.47	1.06	0.19	0.00	1.07

British Columbia's market continues to expand geographically, however the major markets are the large urban centres within B.C. and Alberta. Non-Canadian markets represent a small portion of the overall distribution of skier origins. The U.S. is the largest source of foreign skiers, followed by Australia/New Zealand.

Weighted Market Origins for B.C. Skiers (%)

Vancouver	33.00
Victoria	3.94
Other Vancouver Island	6.80
Fraser Valley	3.65
Okanagan/Thompson	10.64
Other B.C.	10.67
Calgary	6.79
Edmonton	2.80
Other Alberta	3.84
Saskatoon	2.26
Other Western Canada	3.06
Toronto	1.49
Other Canada	3.02
Seattle	1.44
Other Washington	2.18
Other U.S.	2.29
Europe	0.47
Japan	0.10
Australia/New Zealand	1.13
Other	0.46
Total	100% (99.56%)

Twenty-One Areas Representing More Than 80% of the Downhill Skier Market (weighted averages)

Vancouver	33.00
Calgary	6.79
Victoria	3.94
Fraser Valley	3.65
Kamloops	3.17
Kelowna	3.16
Courtenay/Campbell River	3.15
Edmonton	2.80
Saskatoon	2.26
Other Washington	2.18
Vernon	2.09
Other Ontario	2.08
Other Alberta	2.07
Penticton	1.62
Nelson/Kaslo	1.50
Toronto	1.49
Other Saskatchewan	1.47
Nanaimo	1.45
Seattle	1.44
Revelstoke/Golden	1.34
Australia/New Zealand	1.13
Total (21)	81.78%

Travel Party Information

Almost 43% of skiers travel with friends and a further 23% travel as a family.

The majority (64.95%) are over 19 years of age.

The preferred day of arrival centres on the weekend with Sunday the leading day and 39% only stay for one day. Conversely, 60% stay for more than one day.

Seventy-five percent arrive by private car or truck and almost 10% arrive by chartered bus.

With whom are you travelling?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Alone	6.14	7.64	8.38	4.94	5.39	6.76
Friend/Friends	40.99	42.52	41.98	36.38	51.83	42.94
Your husband or wife	12.67	15.21	16.55	14.96	15.71	15.27
Your family	30.69	25.83	21.29	21.29	16.86	22.97
An organized group	7.92	6.80	9.28	20.15	7.80	9.87
Business Associate	1.58	2.01	2.52	2.28	2.41	2.19
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Friend/friends is the most frequent response, followed by family and then husband or wife. Travelling alone or in an organized group are relatively equally ranked except in the Kootenays/Rockies region where group travel accounts for 20% of the replies.

How many people in your group are in the following age categories?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Adult (19 and over)	57.58	63.70	65.24	64.71	72.16	64.95
Teens (13 - 18)	25.72	20.45	18.13	17.51	14.97	19.17
Children	16.70	15.85	16.63	17.78	12.88	15.88
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The great majority are in the 19 and over age group, coinciding with a high percentage of replies in the previous questions where people are skiing with friends, spouses and non-family groups.

What day did you arrive at this ski area?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Monday	10.85	7.46	12.24	9.65	4.72	8.69
Tuesday	8.08	4.31	6.47	6.27	1.75	5.02
Wednesday	5.77	11.23	6.71	8.04	8.09	8.56
Thursday	10.62	12.92	8.47	13.99	16.58	12.57
Friday	20.79	17.77	20.59	26.37	17.79	20.07
Saturday	20.32	23.54	22.24	12.38	28.57	22.09
Sunday	23.56	22.77	23.29	23.31	22.51	23.00
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The replies favour Friday, Saturday and Sunday arrivals centering around weekend skiing. Tuesdays and Wednesdays continue to be the quiet days, implying continuing low utilization of the ski area during this mid-week period. This also coincides with the average length of trip (2.87 days) and the average number of days of skiing (2.78 days).

What form of transportation did you use to arrive at the ski area?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Private car/truck	78.17	75.51	78.63	65.13	75.11	75.07
Rental car/truck	3.76	3.51	1.50	0.66	1.27	2.26
Scheduled bus	4.23	4.21	1.38	5.59	4.08	3.83
Chartered bus	2.58	5.15	6.75	22.70	14.77	9.82
Combination air/bus	1.17	3.82	5.13	1.15	0.56	2.78
Combination air/car	1.17	3.82	3.50	2.30	0.98	2.70
Recreational vehicle	7.04	2.34	1.63	1.32	1.83	2.02
Other	1.88	1.64	1.50	1.15	1.41	1.52
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The private car/truck continues to be the dominant form of transportation, however chartered buses are significant in the Kootenays/Rockies and the North. Recreational vehicles are important to a lesser extent in the Island region.

How many days will you be visiting this ski area on this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
One	43.07	45.30	43.58	18.04	47.70	39.11
Two	22.17	14.94	21.08	25.13	26.72	20.03
Three	12.85	11.24	13.95	15.51	12.07	12.28
Four to Five	8.31	10.60	2.38	26.48	5.60	14.01
Six to Seven	3.27	8.27	5.55	8.26	2.87	5.94
More than Seven	10.33	9.64	13.47	6.58	5.03	8.64
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	2.67	2.88	3.13	3.40	2.21	2.87

One day trips are reponsible for approximately 45% of the skiers in all regions except the Kootenays/Rockies region. Overall 2 and 3 day trips are less significant but still account for more than 30% of the responses and again longer trips are more common in the Kootenays/Rockies region where 4 - 5 days stays are reported over 26% of the time. The weighted average shows trips of more than 3 days in the Kootenays/Rockies and Okanagan/ Thompson areas and over 2 days in all other regions. The B.C. weighted average is 2.87 days.

Overnight Travel and Accommodation

Almost 60% (58.82%) of the skiers indicated they will stay overnight and the average length of stay is 4 days (3.97).

Of those staying overnight 46% indicated they would stay at the resort where they are skiing.

The preferred accommodation is a lodge, motel or hotel (39.13%) and this choice is based on "proximity to the ski area" (24%) and "price" (22%).

Will you be staying overnight on this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	52.53	55.08	57.61	82.11	50.37	58.82
No	47.47	44.92	42.39	17.89	49.63	41.18
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Well over half of the replies indicate they will stay overnight on the trip. The Kootenays/Rockies are noted for having more than 82% of the replies indicating they will stay overnight this trip.

How many nights will you be away from home this trip.

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
One	20.00	17.75	9.32	4.46	30.38	15.61
Two	28.26	22.12	16.74	20.08	30.13	22.56
Three	18.70	10.60	13.56	18.66	16.96	14.75
Four to Five	10.43	15.50	23.31	26.17	10.63	18.00
Six to Seven	8.70	12.72	22.67	21.30	4.30	14.71
More than Seven	13.91	21.32	14.41	9.33	7.59	14.37
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Weighted average	3.47	4.17	4.51	4.31	2.78	3.97

The distribution is spread primarily over the 2 - 7 days period with one night stays more common in the North and Island regions and long stays (more than 7 days) are shown in the Coast region.

The weighted average for B.C. is 3.97 or roughly 4 nights, somewhat longer than the average stay at the resort, suggesting travel time en route to the ski area accounts for this time difference.

Will you be staying overnight on site at this ski resort?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	35.45	56.61	47.74	50.58	25.97	46.32
No	64.55	43.39	52.26	49.42	74.03	53.68
SUM	100.00	100.00	100.00	100.00	100.00	100.00

There is considerable variation to this reponse which coincides with the greater availability of on-mountain or resort accommodation in the Coast and Kootenays/Rockies regions. Replies range from a high of 56.6% on the Coast to a low of 25.97% in the North.

What type of accommodations will you be using on this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Lodge, motel, hotel	26.40	31.05	40.32	35.41	66.50	39.13
Renting a Condominium	21.60	12.93	24.70	35.02	0.25	18.81
Dormitory	1.20	1.39	1.98	0.97	3.53	1.75
Renting a chalet	5.60	9.25	2.57	3.50	0.50	4.89
Staying with friends/ relatives	28.00	22.18	20.16	14.40	15.11	19.58
Camper	4.00	4.06	0.99	0.78	1.01	2.24
Other	13.20	19.14	9.29	9.92	13.10	13.60
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The three most common forms of accommodation are the hotel, motel or lodge operation; condominium properties; or visiting friends and relatives (VFR). VFR is more common on the Island and least common in the Kootenays/Rockies and the North. Condominiums are more significant in the Kootenays/Rockies but are less common in the Coast or North regions.

How many people are sharing your lodging accommodation?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
None	10.34	10.95	13.64	4.92	16.92	11.20
One	10.78	8.18	13.43	12.30	22.47	12.77
Two	9.91	15.30	20.45	11.89	26.01	16.92
Three	9.91	14.25	12.19	15.37	12.37	13.32
Four to Five	25.00	21.37	23.97	33.81	12.37	23.32
Six or more	34.05	29.95	16.32	21.72	9.85	22.48
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Party size indications are very widely distributed but the information seems to indicate groups of 2 or more people over 90% of the time.

How many of these people are not skiing?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
None	72.77	76.08	80.04	79.09	86.40	79.08
One	11.91	10.12	9.24	11.39	6.80	9.84
Two	7.23	7.75	5.67	4.55	3.78	5.97
Three	2.13	2.63	2.73	3.11	0.76	2.39
Four to Five	2.13	2.23	1.26	0.83	1.01	1.53
Six or more	3.83	1.18	1.05	1.04	1.26	1.19
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Consistently at least 3 out of 4 of the people staying overnight are skiers. This suggests that non-skiers are more likely to be with a party which is staying overnight, as opposed to day excursions.

Please indicate what influenced your choice in selecting your accommodation.

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Proximity to ski area	27.51	25.24	20.78	19.43	28.55	23.84
Cost	26.63	24.63	18.63	19.29	22.28	22.08
Size of room	4.73	6.05	4.96	4.96	5.16	5.33
Recommended	8.28	6.05	8.31	9.79	8.84	7.95
Part of the package	5.62	6.84	19.57	22.27	6.81	12.58
In-house restaurant/bar	1.78	2.89	3.49	1.84	4.79	2.99
Covered parking	0.00	1.14	2.28	0.99	0.00	1.07
Advertisements	0.89	2.28	2.95	3.69	1.84	2.51
Other	17.46	18.05	13.00	11.77	12.89	14.83
None	7.10	6.84	6.03	5.96	8.84	6.82
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Proximity continues to be the number one factor followed by price. Packaging is an important consideration in the Okanagan/Thompson and the Kootenays/Rockies region, and advertising plays a much smaller role than personal recommendation.

Travel Planning Habits

Almost 70% indicated they would return to the ski area in the future.

Word of mouth rather than conventional advertising was the primary source of travel information and less than half of the respondents planned their trip more than one month in advance.

March is the month most often identified for a ski vacation.

Over 52% travel without prior arrangements.

Only 24% ski on package plans.

Do you plan to return to this area next year?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	84.76	71.38	61.55	56.09	83.72	69.76
No	2.97	7.83	5.55	9.09	1.38	6.03
Don't know	12.27	20.79	32.90	34.82	14.91	24.21
SUM	100.00	100.00	100.00	100.00	100.00	100.00

There is a very positive response in the Island and the North, and less so in the Okanagan/Thompson and Kootenays/Rockies regions. The "don't know" or undecided group is most significant in the Okanagan/Thompson and the Kootenays/Rockies and least significant in the Island and North regions.

In planning your trip what sources of information did you draw upon?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Airline	2.31	5.19	3.81	0.53	0.89	2.95
Travel agent	4.61	9.33	9.58	7.24	3.90	7.63
Brochures	10.95	10.98	16.80	15.92	6.74	12.59
Advertisements	3.46	7.35	8.66	8.55	7.09	7.47
Magazine or newspaper articles	2.31	5.27	2.76	5.92	2.66	4.18
Radio/TV	6.63	4.93	4.86	4.21	11.52	5.96
Word of mouth	36.89	29.39	27.30	30.53	41.49	31.81
Ski shows	2.88	2.59	1.84	3.95	1.77	2.62
Ski Club	2.31	2.94	7.22	10.13	3.19	5.35
Other	27.67	22.04	17.19	13.03	20.74	19.44
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Word of mouth is the biggest factor, followed by "Other" (an unidentified source) followed again by brochures. Travel agents were a factor for the Coast and Okanagan/Thompson areas and advertisements were of some influence in the Okanagan/Thompson and Kootenays/Rockies region.

How far in advance did you plan this trip?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
More than 1 year	2.81	5.23	4.42	2.99	1.90	3.81
Six to eleven months	4.02	7.18	6.43	10.58	1.43	6.42
Three to five months	14.46	14.72	18.27	25.55	4.75	15.90
One to two months	18.47	18.61	29.92	27.54	9.98	21.20
Less than one month	60.24	54.26	40.96	33.33	81.95	52.67
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The majority of trip planning was done in less than 6 months and the great majority was done within one month, suggesting a very straightforward decision requiring little assistance or planning (i.e., booking).

What month would you normally select to take a ski vacation?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
November	4.86	4.03	2.67	2.92	3.38	3.54
December	16.37	15.38	9.21	12.70	11.90	13.21
January	18.93	17.85	14.26	10.22	13.34	15.05
February	25.83	26.73	30.31	36.35	23.47	28.58
March	24.30	28.04	34.32	28.76	35.05	30.16
April	9.72	7.98	9.21	9.05	12.86	9.45
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Not surprisingly, February and March (spring skiing) are the popular periods for ski vacations, however January wins out over December in all regions except the Kootenays/Rockies.

Through whom did you make your travel arrangements?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Travel agent	4.44	15.60	18.59	13.20	6.65	13.12
Airline	2.02	3.75	2.94	1.60	0.48	2.43
Resort Association	2.02	2.90	3.52	4.20	1.43	2.95
Direct to accommodations	17.34	15.60	17.22	19.80	20.19	17.71
Ski club	1.61	2.66	9.59	13.20	2.61	6.06
Organized club	7.26	4.72	4.50	7.80	4.28	5.46
No arrangement made	65.32	54.78	43.64	40.20	64.37	52.25
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Primarily skiers did not have someone make arrangements for accommodation, and travelled without arrangements or made direct bookings. Travel agents were used at the Coast and Okanagan/Thompson areas and clubs were also of some significance in the Okanagan/Thompson and Kootenays/Rockies regions.

Are you on a ski package plan?

	Island	Coast	Okanagan/Thompson	Kootenays/Rockies	North	B.C.
Yes	10.31	13.69	33.53	42.26	15.95	23.42
No	89.69	86.31	66.47	57.74	84.05	76.58
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Packages are not used extensively except in the Okanagan/Thompson and Kootenays/Rockies regions.

Were you aware that a ski package plan for this ski area was available?

	Island	Coast	Okanagan/Thompson	Kootenays/Rockies	North	B.C.
Yes	73.62	58.95	71.04	71.13	62.69	65.49
No	26.38	41.05	28.96	28.87	37.31	34.51
SUM	100.00	100.00	100.00	100.00	100.00	100.00

This question served to identify the level of awareness of area ski packages. Awareness seems to be greatest in the Coast and the North regions. Overall 65% were unaware of the availability of packages.

If you were to ski on a package plan, please indicate your first choice of ski package length.

	Island	Coast	Okanagan/Thompson	Kootenays/Rockies	North	B.C.
2 days	16.89	17.01	13.07	10.76	34.46	18.41
3 days	25.57	23.28	27.47	28.48	29.94	26.42
4-5 days	36.99	28.36	35.73	40.82	21.47	31.54
6 days	5.48	10.00	9.07	9.81	5.93	8.53
7 days or more	15.07	21.34	14.67	10.13	8.19	15.10
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Four-five day packages are most in demand followed by three day packages except in the North region where 2 day, then 3 day packages are preferred. Longer package plans (6 - 7 days) seem to be less popular. The interest in 4.5 day packages (31.54%) suggests some opportunity for mid-week bookings.

Skier Opinions of the Area

Over 70% of the replies concerning ski area personnel were either "good" or "very good."

Services and facilities scored lower overall, but remained in the "satisfactory" or better category.

Key areas such as cost of vacation showed almost 55% as either "good" or "very good". Lift line length also scored well as did lift ticket prices.

Fifty-one percent rated their ski vacation as "about the same" and 24% rated it as "better."

Concerns over improvements continue to centre on more ski terrain (12.69%), more lifts (11.20%) and more hot tubs/saunas (10.40%).

What is your opinion of each of the area's service personnel?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Lift Attendants:						
Very good	49.37	51.05	56.30	47.25	46.37	50.52
Good	38.79	36.10	35.17	41.21	41.99	38.10
Satisfactory	10.08	11.50	7.87	8.70	10.12	9.87
Poor	1.26	0.76	0.52	2.31	0.91	1.03
Very Poor	0.50	0.59	0.13	0.53	0.60	0.48
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ski patrol personnel:						
Very good	38.42	38.54	41.59	39.96	34.67	38.65
Good	39.21	38.35	37.24	38.91	42.21	39.04
Satisfactory	16.05	20.10	18.47	17.36	20.60	18.95
Poor	3.68	1.75	2.25	2.51	1.84	2.22
Very Poor	2.63	1.26	0.45	1.26	.67	1.14
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ticket sellers:						
Very good	26.76	32.97	38.08	31.85	32.18	33.06
Good	41.13	43.37	41.86	46.45	43.23	43.25
Satisfactory	27.32	20.43	17.30	17.44	21.29	20.23
Poor	2.54	2.24	2.03	2.64	1.65	2.18
Very Poor	2.25	0.99	0.73	1.62	1.65	1.29
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Waitresses & waiters:						
Very good	33.24	34.70	33.38	34.95	34.94	34.35
Good	41.82	38.63	41.90	42.11	36.96	39.92
Satisfactory	20.91	22.66	20.11	17.20	22.83	21.07
Poor	2.14	2.94	3.35	3.76	4.19	3.31
Very Poor	1.88	1.07	1.26	1.97	1.09	1.35
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Accommodations staff:						
Very good	28.37	36.00	32.49	31.09	29.59	32.41
Good	37.50	37.71	40.72	42.79	39.38	39.58
Satisfactory	27.40	23.00	22.57	20.65	26.25	23.51
Poor	2.88	1.86	2.74	2.49	3.34	2.54
Very Poor	3.85	1.43	1.48	2.99	1.43	1.95
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ski school instructors:						
Very good	58.68	51.13	50.86	44.62	36.54	48.64
Good	29.86	30.86	35.78	38.46	36.54	33.96
Satisfactory	7.99	14.52	11.64	13.85	22.38	14.20
Poor	1.74	2.12	0.65	1.85	1.13	1.53
Very Poor	1.74	1.36	1.08	1.23	3.40	1.67
SUM	100.00	100.00	100.00	100.00	100.00	100.00

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Shop personnel:						
Very good	37.71	34.99	34.02	34.20	31.80	34.36
Good	40.07	41.37	44.91	43.16	37.80	41.61
Satisfactory	18.86	20.28	19.00	17.45	23.00	19.90
Poor	2.02	2.20	1.90	2.59	4.40	2.59
Very Poor	1.35	1.16	0.17	2.59	3.00	1.54
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ski host/hostesses:						
Very good	43.81	45.07	38.57	33.24	39.80	40.67
Good	33.81	37.75	42.86	45.19	39.30	39.90
Satisfactory	18.10	15.07	16.19	16.91	16.92	16.26
Poor	0.95	0.99	0.48	1.75	1.99	1.20
Very Poor	3.33	1.13	1.90	2.92	1.99	1.97
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Scores were all above satisfactory in all categories and regions. Attendants and ski instructors rated very highly, and overall for B.C. more than 70% of the replies were either "good" or "very good." No one area or region stands out as receiving negative comments. This suggests staff training and motivation is paying off in the area of customer services.

How would you rate the services provided in this ski area?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Quality of skiing terrain:						
Very good	26.58	41.13	46.81	32.22	39.34	39.01
Good	51.90	32.64	38.62	39.79	44.11	39.29
Satisfactory	17.22	20.73	12.22	21.48	13.86	17.37
Poor	3.04	4.00	1.82	4.40	1.94	3.11
Very Poor	1.27	1.50	0.52	2.11	0.75	1.22
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Lift line length:						
Very good	28.39	36.85	56.96	43.01	36.01	41.04
Good	35.55	31.45	29.00	39.69	37.67	33.85
Satisfactory	29.16	22.26	11.29	13.11	20.27	18.84
Poor	4.86	6.66	1.97	2.45	4.69	4.42
Very Poor	2.05	2.78	0.79	1.75	1.36	1.85
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Lift ticket price:						
Very good	8.71	19.49	20.22	28.19	10.62	18.19
Good	23.48	25.08	32.16	40.75	25.64	28.99
Satisfactory	42.22	35.08	34.46	24.78	41.58	35.31
Poor	13.72	14.15	8.14	4.31	15.02	11.45
Very Poor	11.87	6.19	5.02	1.97	7.13	6.06
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Snow conditions:						
Very good	16.88	16.17	31.54	26.66	42.56	26.07
Good	37.03	30.60	37.96	30.31	38.39	34.27
Satisfactory	30.48	31.09	22.64	25.78	14.29	25.27
Poor	11.34	16.17	6.15	12.37	2.83	10.43
Very Poor	4.28	5.97	1.70	4.88	1.93	3.96
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ski Trail Grooming:						
Very good	21.54	25.97	28.10	19.42	21.55	24.09
Good	45.13	39.54	40.50	41.19	46.13	41.84
Satisfactory	24.87	27.74	24.41	25.90	25.34	25.98
Poor	6.15	4.97	4.88	8.63	5.16	5.69
Very Poor	2.31	1.77	2.11	4.86	1.82	2.40
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Ease of getting to area:						
Very good	22.61	34.79	33.81	26.90	24.18	30.04
Good	36.43	39.83	41.38	43.72	41.49	40.70
Satisfactory	27.89	20.00	21.28	21.24	25.07	22.28
Poor	8.04	3.80	3.00	4.60	7.46	4.90
Very Poor	5.03	1.57	0.52	3.54	1.79	2.08
SUM	100.00	100.00	100.00	100.00	100.00	100.00

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Base Area Parking:						
Very good	20.93	29.64	29.34	19.20	18.17	24.84
Good	43.41	43.21	42.84	40.49	41.53	42.42
Satisfactory	28.42	21.56	22.18	25.48	29.16	24.49
Poor	4.91	3.95	4.13	10.46	7.94	5.84
Very Poor	2.33	1.63	1.52	4.37	3.21	2.40
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Food Quality:						
Very good	17.89	21.27	17.57	18.07	8.79	17.28
Good	46.32	38.92	40.74	44.89	29.04	39.25
Satisfactory	29.47	31.69	34.06	25.36	41.60	32.78
Poor	3.68	5.91	5.18	6.20	13.19	6.91
Very Poor	2.63	2.21	2.45	5.47	7.38	3.79
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Variety of restaurants:						
Very good	3.69	20.24	14.80	10.58	3.71	12.75
Good	20.74	34.39	34.63	29.81	16.19	28.93
Satisfactory	35.51	28.68	32.76	37.50	32.21	32.33
Poor	23.30	11.52	12.21	15.58	31.20	17.16
Very Poor	16.76	5.17	5.60	6.54	16.69	8.83
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Lodging/accommodations:						
Very good	16.35	27.40	24.78	25.76	7.71	21.62
Good	36.88	39.31	39.51	44.98	23.33	37.05
Satisfactory	35.74	25.48	22.36	21.83	38.13	27.60
Poor	6.08	2.69	6.24	4.59	19.27	7.35
Very Poor	4.94	5.12	7.11	2.84	11.56	6.38
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Accommodation costs:						
Very good	8.05	11.52	16.95	17.05	6.60	12.37
Good	26.44	26.23	32.40	37.10	22.34	28.77
Satisfactory	47.13	40.40	37.62	37.79	46.60	41.23
Poor	11.11	12.45	8.19	4.61	15.11	10.50
Very Poor	7.28	9.40	4.84	3.46	9.36	7.12
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Housekeeping services:						
Very good	7.25	16.10	13.82	15.52	9.38	13.32
Good	26.42	34.62	35.75	36.13	28.13	33.09
Satisfactory	52.33	38.97	37.50	31.30	48.08	40.26
Poor	5.18	4.83	8.33	9.16	6.01	6.69
Very Poor	8.81	5.48	4.61	7.89	8.41	6.64
SUM	100.00	100.00	100.00	100.00	100.00	100.00

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Entertainment:						
Very good	6.95	17.90	20.54	15.75	7.64	15.11
Good	24.32	36.91	33.57	39.61	20.59	32.40
Satisfactory	37.84	32.28	27.50	29.76	32.91	31.46
Poor	20.46	7.67	13.04	9.41	25.90	13.79
Very Poor	10.42	5.24	5.36	5.47	12.95	7.24
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Shopping selection:						
Very good	3.25	14.65	10.20	9.95	5.49	9.98
Good	20.58	34.69	24.59	27.91	18.78	26.92
Satisfactory	40.43	34.33	39.53	41.26	32.07	36.82
Poor	21.66	8.76	17.85	14.32	27.64	16.54
Very Poor	14.08	7.56	7.83	6.55	16.03	9.74
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Attractiveness of setting:						
Very good	43.70	62.29	45.47	54.41	43.46	51.89
Good	39.78	26.74	38.42	32.46	39.60	33.97
Satisfactory	14.01	9.38	13.53	10.69	12.92	11.64
Poor	1.40	1.13	2.16	1.31	3.02	1.76
Very Poor	1.12	0.47	0.43	1.13	1.01	0.74
SUM	100.00	100.00	100.00	100.00	100.00	100.00
Total cost of vacation:						
Very good	13.35	19.83	24.79	23.59	14.21	19.69
Good	30.12	32.05	35.77	44.56	33.57	35.03
Satisfactory	45.34	37.41	32.61	26.81	41.03	36.19
Poor	4.97	5.79	3.83	3.63	7.28	5.21
Very Poor	6.21	4.93	3.00	1.41	3.91	3.88
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The majority of responses were "satisfactory" or better.

Lift ticket price, snow conditions and lift line length drew greater negative comments as did variety of restaurants, accommodation costs and availability of entertainment and shopping.

Quality of terrain, grooming, food quality, availability of accommodation, attractiveness of setting and total cost of vacation were areas of positive response.

Ranked Opinions of Ski Area Service Personnel*

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North
Lift Attendants	1	1	1	1	1
Ski Patrol	2	1.5	1	1	2
Ticket Sellers	2	2	2	2	2
Waitresses/Waiters	2	2	2	2	2
Accommodation Staff	2	2	2	2	2
Ski School	1	1	1	1.5	1
Shop Staff	2	2	2	2	2
Ski host/hostesses	1	1	2	2	1.5
**Average:	1.62	1.56	1.62	1.69	1.56

Ranked Opinions of Ski Area Services*

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North
Ski terrain	1	1	1	2	2
Lift line	2	1	1	1	2
Lift Price	3	3	3	2	3
Snow Conditions	2	3	2	2	1
Grooming	2	2	2	2	2
Access	2	2	2	2	2
Parking	2	2	2	2	2
Food quality	2	2	2	2	3
Restaurant variety	3	2	2	3	3
Accommodation	2	2	2	2	3
Accommodation costs	3	3	3	2.5	3
Housekeeping	3	3	3	2	3
Entertainment	3	2	3	3	2
Shopping	3	2.5	3	3	3
Setting	1	1	1	1	1
Total Cost	3	3	2	2	3
**Average:	2.31	2.16	2.12	2.09	2.25

* (1) Very good; (2) Good; (3) Satisfactory; (4) Poor; (5) Very poor
** a lower score indicates a higher level of satisfaction

How does this ski experience rate with other ski vacations you have taken?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Better	15.68	26.37	26.52	28.52	16.59	23.76
About the same	54.32	51.28	53.87	46.88	52.36	51.64
Not as good as most	22.43	17.12	10.08	14.97	20.55	16.52
First ski trip ever taken	7.57	5.22	9.53	9.63	10.50	8.07
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Over 50% of the replies indicate people feel their trip was "about the same" as previous trips. Approximately 15% feel it was "not as good" and close to 10% were on their first ski vacation. Overall this suggests a high level of satisfaction with their B.C. ski experience.

If this ski area was to expand, what facilities would you like to see established or improved?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Chairlift(s)	9.59	11.85	11.49	15.78	8.47	11.20
Additional ski terrain	12.66	14.00	12.22	15.04	10.14	12.69
Improved access road	7.65	5.65	5.23	4.01	4.38	5.32
Day lodge	6.64	5.25	5.57	6.79	6.73	6.04
Chalet sites	3.43	4.10	3.65	4.41	7.25	4.69
Condo sales/rental	3.91	4.44	4.23	3.44	5.31	4.40
Restaurant/lodge	7.21	5.86	6.79	6.75	9.30	7.14
Hotel	7.21	3.19	4.62	3.13	7.27	4.95
R.V. campsites	5.41	3.14	4.62	3.09	4.55	4.06
Hot tubs/saunas	9.63	10.07	10.38	9.83	11.61	10.40
Tennis courts	5.85	6.07	5.57	3.00	3.55	4.95
Rental lockers	3.69	4.93	5.07	4.85	5.14	4.84
Shopping & entertainment	7.04	7.07	7.51	7.54	5.66	6.89
Groomed x-country trails	1.85	3.59	3.59	3.44	3.55	3.34
Squash/racquetball courts	5.45	6.73	6.23	5.38	4.43	5.75
Other	2.77	4.06	3.23	3.53	2.64	3.32
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The number one concern is additional ski terrain followed by more chairlifts (notwithstanding the earlier comment that the availability of terrain and lift lines were satisfactory or better). Hot tubs/saunas are the third ranked concern overall, except in the North where it is the number one interest. The North also shows a demand for better restaurant/lodge facilities. Shopping and entertainment would be the only other overall concern.

Groomed cross-country trails, chalet sites and condominium sites are of least concern.

Demographic Profile

The male/female ratio continues to be 60:40 and 44% of the market is married.

The age distribution is fairly well distributed with almost 20% over 40 years of age.

Almost 50% are single income households and almost 33% of these report incomes over $50,000.

Twenty-seven percent have or are attending technical, college or university institutions and a further 31% are graduates.

Typically, the skier continues to be a well educated individual with a high income.

Swimming, cycling and raquet sports are favourite non-skiing activities.

You are male/female?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Male	54.55	60.27	57.81	55.02	65.07	59.16
Female	45.45	39.73	42.19	44.98	34.93	40.84
SUM	100.00	100.00	100.00	100.00	100.00	100.00

There continues to be more males than females skiing.

Your marital status?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Single	49.12	48.07	45.49	46.98	49.21	47.67
Married	43.11	44.13	45.86	45.30	43.35	44.43
Separated/Divorced	7.77	7.80	8.65	7.72	7.44	7.90
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Singles are more common than marrieds but not significantly.

Your age is?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
12 or under	1.24	2.42	1.12	1.16	1.84	1.71
13 - 18	15.38	12.41	9.34	12.25	7.66	11.17
19 - 24	19.35	17.49	17.56	17.72	24.96	19.13
25 - 29	18.11	16.24	18.68	23.51	27.66	20.23
30 - 39	25.81	27.87	31.13	28.15	25.67	27.98
40 - 54	16.63	20.45	19.43	15.40	10.50	17.18
55 or over	3.47	3.12	2.74	1.82	1.70	2.61
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The age group is clustered in the 30 - 39 group, but overall there does not appear to be any age distinction by region or group. Skiers appear to be younger in the North and older in the Okanagan/Thompson.

What is the annual income of your household?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
$9,999 or less	9.12	6.31	5.76	6.57	4.48	6.18
$10,000 - 19,999	14.25	6.40	10.15	7.85	8.66	8.67
$20,000 - 24,999	9.12	8.50	9.88	10.04	9.43	9.28
$25,000 - 34,999	13.39	16.74	20.30	18.98	19.63	18.06
$35,000 - 49,999	23.08	22.35	24.28	23.54	29.83	24.44
$50,000 - 74,999	21.94	19.19	19.07	18.61	17.77	19.09
$75,000 - 99,999	3.42	7.54	4.12	7.66	4.64	5.85
$100,000 and over	5.70	12.97	6.45	6.75	5.56	8.43
SUM	100.00	100.00	100.00	100.00	100.00	100.00

On average skiers are reporting household incomes between $35,000 - 49,999. Both the Island and the Coast regions report $50,000 - 74,999 as the next most frequent category whereas the other regions report $25,000 - 34,999. It must be remembered that many of these household incomes can represent more than one contributor.

How many people contribute to your annual household income?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
One person	51.10	48.14	49.13	45.09	56.69	49.80
Two persons	44.51	46.15	46.96	48.94	40.33	45.49
Three persons	2.75	4.00	2.03	3.08	2.15	2.94
Four persons	1.65	1.71	1.88	2.89	0.83	1.77
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Single incomes are more common, however 1 and 2 person income households cover approximately 95% of the replies.

What is the highest grade you have completed?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Grade School	3.38	3.86	2.69	2.32	4.72	3.48
Some high school	16.43	13.26	12.59	11.94	15.14	13.60
High school graduate	27.05	18.66	26.28	21.06	34.31	24.48
Some college/university/ technical school	26.57	27.68	28.36	29.85	22.64	27.10
Technical/college/ university graduate	26.57	36.55	30.07	34.83	23.19	31.33
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Typically skiers have completed high school and continued with additional education programs, confirming they are a well educated group as a whole. The Coast and Kootenays/Rockies are drawing more from groups or individuals who have graduated from a post-secondary program and the North is drawing more from those who have completed high school. Overall, almost 60% of the skiers have or are attending a post-secondary education centre and over 30% (31.33) are graduates.

What is your occupation?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Professional practise	18.81	27.30	21.77	23.94	18.81	23.10
Owner/manager	11.47	13.76	12.45	10.49	13.00	12.56
Skilled labour	14.91	12.47	16.08	12.21	25.31	15.81
Sales	5.96	7.22	8.71	8.45	4.15	7.03
Clerical	5.96	5.32	8.59	7.67	7.33	6.83
University/college student	7.80	5.10	5.32	8.29	4.01	5.76
High school student	10.09	8.75	5.32	8.45	5.53	7.54
Retired	1.61	1.37	2.66	0.63	0.41	1.37
Houseperson	6.19	4.33	4.96	4.85	4.01	4.70
Unemployed	4.13	3.04	4.59	3.60	3.60	3.68
Other	13.07	11.33	9.55	11.42	13.83	11.62
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Professional practise is the most frequent response followed by skilled labour except in the Coast region where owner-manager is more significant. High school and University/College students are a large identifiable group as well, particularly in the Island region.

What other activities do you participate in?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Swimming	17.10	16.37	16.54	15.82	15.60	16.25
Skating	9.68	9.15	9.34	10.77	11.51	9.94
Racquet sports	10.29	12.05	11.65	11.84	9.54	11.28
Golf	8.33	8.89	9.34	10.23	9.75	9.30
Boating	12.44	11.78	11.99	10.27	13.62	11.99
Scuba diving	3.06	2.33	2.74	2.44	2.72	2.59
Cycling	13.17	12.85	12.43	11.64	12.94	12.62
Aerobics/weight training	11.21	10.76	10.25	11.22	8.86	10.42
Horseback Riding	3.98	4.73	4.95	5.22	4.98	4.82
Hiking	10.72	11.08	10.78	10.56	10.47	10.78
SUM	100.00	100.00	100.00	100.00	100.00	100.00

In order of rank, swimming is the most frequent reply, followed by cycling, boating, racquet sports, aerobics/weight training and hiking. Lower scores were noted for horseback riding, scuba diving, golf and skating. There is no apparent regional variation in these interests.

Summer Vacation Interests

Only 16% have visited the ski area during summer but 56% indicate an interest in visiting in the future.

The two areas of greatest interest relating to facilities, programs and activities are swimming and hiking.

Have you ever taken a summer vacation at this ski area?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	10.71	23.90	9.67	18.29	10.32	16.04
No	89.29	76.10	90.33	81.71	89.68	83.96
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The Coast region shows the greatest number of positive replies, followed by the Kootenays/Rockies region which is in keeping with the availability of summer oriented facilities and activities. The other regions indicate approximately 10% of their skiers taking summer trips to the area. Overall, only 16% have visited the area during the summer season.

If no, would you consider visiting this ski area in summer?

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Yes	60.89	71.68	45.58	54.92	44.23	56.89
No	39.11	28.32	54.42	45.08	55.77	43.11
SUM	100.00	100.00	100.00	100.00	100.00	100.00

Over 70% of the Coast region replies and over 60% of the Island region replies indicated they would be prepared to visit the area in the summer. The other regions recorded significant interest as well. Overall, almost 57% would consider a summer visit.

If you were going to spend a summer vacation at this ski area, indicate the types of facilities, activities and programs affecting your decision to visit during the summer.

	Island	Coast	Okanagan/Kootenays/ Thompson	Rockies	North	B.C.
Tennis courts	8.55	9.06	8.21	8.18	6.21	8.19
Golf course	6.09	6.79	7.23	8.03	6.81	7.00
Recreational vehicle park/camping	6.70	4.95	6.27	6.24	7.27	6.02
Fishing	7.67	7.48	7.89	7.73	10.37	8.13
Day hiking trails	11.09	10.01	10.07	9.43	8.93	9.86
Swimming	11.22	10.72	11.38	11.46	10.86	11.05
Boating facilities	6.40	7.22	6.71	7.67	7.79	7.20
Hot tubs/saunas	10.52	9.96	11.10	10.31	11.41	10.56
Horseback riding	7.76	7.70	8.14	7.37	7.38	7.69
Professional seminars/ conferences	2.02	2.16	1.83	1.21	1.88	1.88
Arts and crafts	2.50	2.33	1.95	1.67	2.07	2.12
Scenic tours	4.16	4.30	3.97	4.36	3.89	4.15
Summer stock theatre/ music festival	3.94	5.02	3.83	3.33	3.38	4.10
Miniature golf	3.81	3.60	3.99	4.33	3.73	3.84
Pedestrian mall/shopping	5.08	5.90	5.12	5.64	4.90	5.43
Other	2.50	2.80	2.32	3.03	3.13	2.77
SUM	100.00	100.00	100.00	100.00	100.00	100.00

The two areas of greatest interest are swimming and day hiking trails, followed by hot tubs/saunas and tennis facilities. The next grouping in descending order includes horseback riding, fishing, boating, golf and recreational vehicle facilities.

Limited interest was expressed for seminars/conferences, arts/crafts, scenic tours, music or theatre festivals and pedestrian malls/shopping.

This seems to suggest overall that summer interests are centred on activities for individuals to participate in, as opposed to group programs.

Interests Affecting the Decision to Visit the Area during Summer

Island	Coast	Okanagan/ Thompson	Kootenays/ Rockies	North
Day hiking	Swimming	Swimming	Swimming	Hot tubs/ saunas
Swimming	Day hiking	Hot tubs/ saunas	Hot tubs/ saunas	Swimming
Hot tubs/ saunas	Hot tubs/ saunas	Day hiking	Day hiking	Fishing
Tennis courts	Tennis courts	Tennis courts	Tennis courts	Day hiking

With the exception of fishing in the North, the areas users interests are all centred on swimming, hot tubs/saunas, day hiking and tennis courts.

These results are consistent with previous surveys and suggest that some facility development and marketing could result in more summer time use of the ski areas.

B.C. Downhill Skiers' Profiles, 1976-1986.

	1976/77	1977/78	1979/80	1982/83	1983/84	1985/86
Male/Female Ratio	65:35	63:37	60:40	56:43	60:40	59:41
Age Distribution:						
Under 17	15%	10%	9 %	8%	14%	12.8%
18-25	33	36	29	24	23	19.1
26-35	33	34	36.5	35	46	48.1
Over 36	19	20	25.5	27	18	19.8
Travel Mode:						
Auto	90%	80%	79%	76%	80%	77.3%
Bus	10	7	8	7	12	13.6
Air	-	9	5	7	4.5	5.5
Other	-	4	8	10	3.5	3.5
Length of Stay:						
Day Skiers	51%	28%	40 %	70%	42%	39%
1 Night	-	7	6.5	4	9	20
2 Nights	20	17	17.5	4	15	12
3-7 Nights	25	39	26.5	14	25	21
8-14 Nights	5	9	9.5	4	9	8
Accommodation Type:						
Visiting	32%	27%	29%	17.5%	20.2%	19.6%
Hotels/Motels	25	51	48	24	41.4	39.1
Lodge/Chalet	33	16	14	39.5	27.7	25.5
Other	10	6	9	20	11.2	15.8
Market Origins:						
B.C.	88%	58%	69.5%	73.5%	67.1%	68.0%
Alberta	5	*	20	11	19.5	13.5
Other Canada	4	36	6.3	7.1	7.1	9.8
U.S.	2	5	3	5.1	5.0	5.9
Other	1	1	1.2	3.3	1.3	2.8

BRITISH COLUMBIA DOWNHILL SKIER SURVEY 1985 - 86

Province of British Columbia

CANADA WEST SKI AREAS ASSOCIATION

00001

British Columbia Downhill Skier Survey — 1985/86

[1] 1–6

Office Use Only

Date [ ][ ] [ ][ ] [ ][ ] 7–12

Interviewer _____

Ski Area _____ [ ][ ] 13–14

Ski Conditions _____ 16 [ ]

Operation: Full [ ] Partial [ ] 15

Time _____ 17 [ ]

The British Columbia Skier Survey is sponsored by the Provincial Government in cooperation with this ski area. It is intended to provide details on characteristics, habits and impressions of a selected sample of skiers. Your answers will be combined with hundreds of others to ensure your responses are strictly confidential. Please complete the questionnaire by placing an (X) in the appropriate box or fill in the blank.

1. Where is your permanent place of residence?

_____

City Province/State [ ][ ][ ] 18–20

2. With whom are you travelling? (Please check all appropriate boxes).

Alone	[ ]	21
Friend/Friends	[ ]	22
Your husband or wife	[ ]	23
Your family	[ ]	24
An organized group, (i.e. a ski club, student group, etc.)	[ ]	25
Business Associate	[ ]	26

3. How many people in your group are in the following age categories?

Adults (19 and over)	_____	27–28
Teens (13–18)	_____	29–30
Children	_____	31–32

4. What day did you arrive at this ski area?

Monday	[ ]	33
Tuesday	[ ]	34
Wednesday	[ ]	35
Thursday	[ ]	36
Friday	[ ]	37
Saturday	[ ]	38
Sunday	[ ]	39

5. Are you a skier?

Yes	[ ]	40
No (If no please skip to question No. 18)	[ ]	41

6. Why do you ski? (check one only)

To exercise	[ ]	42
To be out of doors	[ ]	43
To travel	[ ]	44
To socialize	[ ]	45
To be with family	[ ]	46
Other	[ ]	47

7. How do you classify yourself as a skier?

Beginner	[ ]	48
Novice	[ ]	49
Intermediate	[ ]	50
Advanced	[ ]	51
Expert	[ ]	52

8. Who/what introduced you to skiing? (check one only)

Friends	[ ]	53
Family	[ ]	54
Club/Group	[ ]	55
Ski Area Advertising	[ ]	56
Other Advertising	[ ]	57
Other	[ ]	58

9. Approximately how many years have you skied at least once each season?

One	[ ]	59
Two	[ ]	60
Three	[ ]	61
Four	[ ]	62
Five to eight	[ ]	63
Nine to twelve	[ ]	64

10. How many overnight ski trips do you take on the average each year?

None	☐	65
One	☐	66
Two	☐	67
Three	☐	68
Four	☐	69
Five to eight	☐	70
Over eight	☐	71

11. Over the past 3 years including both daily ski trips and overnight ski trips, how many days on average have you actually spent skiing per year? (Check one only).

Three or less	☐	72
Four to five	☐	73
Six to seven	☐	74
Eight to ten	☐	75
Eleven to fourteen	☐	76
Fifteen to twenty-one	☐	77
Twenty-two to twenty-eight	☐	78
Twenty-nine or more	☐	79

12. Do you plan to ski at this area on this trip?

Yes	☐	80
No **(If no please skip to question No. 18.)**	☐	81

13. Why did you decide to ski at this area today? (Check all that apply).

Convenience	☐	82
Best area in region	☐	83
Lift ticket price	☐	84
Seasons Pass Holder	☐	85
Lessons	☐	86
Snow conditions	☐	87
Club outing	☐	88
Printed ad	☐	89
Radio/TV ad	☐	90
Recommended	☐	91
Accessibility	☐	92
Friends went	☐	93
Other	☐	94

14. What type of lift ticket do you have? (Check one only).

Day	☐	95
Season	☐	96
Multi-day	☐	97
Included in Ski Package Plan	☐	98

15. Are you taking skiing lessons this trip?

Yes	☐	99
No	☐	100

16. Are you renting ski equipment on this trip?

Yes	☐	101
No	☐	102

17. Where else will you or have you skied this season? (Check all that apply).

Lower Mainland	☐	103
Vancouver Island	☐	104
Thompson Okanagan/Interior	☐	105
Kootenays/Rockies	☐	106
Northern B.C.	☐	107
Other B.C.	☐	108
Alberta	☐	109
Eastern Canada	☐	110
Other Canada	☐	111
Washington	☐	112
Idaho	☐	113
Montana	☐	114
California	☐	115
Eastern U.S.	☐	116
Other U.S.	☐	117
Europe	☐	118
Other	☐	119

	2	1–6

18. What form of transportation did you use to arrive at the ski area? (Check one only).

Private car/truck	☐	7
Rental car/truck	☐	8
Scheduled bus	☐	9
Chartered bus	☐	10
Combination air/bus	☐	11
Combination air/car	☐	12
Recreational vehicle	☐	13
Other	☐	14

19. How many days will you be visiting this ski area on this trip? (Check one only).

One	☐	15
Two	☐	16
Three	☐	17
Four to Five	☐	18
Six to Seven	☐	19
More than Seven	☐	20

20. How many days will you ski on this trip?

One	☐	21
Two	☐	22
Three	☐	23
Four to Five	☐	24
Six to Seven	☐	25
More than Seven	☐	26

21. Will you be staying overnight on this trip?

Yes	☐	27
No **(If no skip to question no. 36)**	☐	28

22. How many nights will you be away from home this trip? (Check one only).

One	☐	29
Two	☐	30
Three	☐	31
Four to Five	☐	32
Six to Seven	☐	33
More than Seven	☐	34

23. Will you be staying overnight on site at this ski resort?

Yes	☐	35
No	☐	36

24. What type of accommodations will you be using on this trip? (Check all that apply).

Lodge, motel, hotel	☐	37
Renting a Condominium	☐	38
Dormitory	☐	39
Renting a chalet	☐	40
Staying with friends/relatives	☐	41
Camper	☐	42
Other	☐	43

25. How many people are sharing your lodging accommodations?

None	☐	44
One	☐	45
Two	☐	46
Three	☐	47
Four to Five	☐	48
Six or more	☐	49

26. How many of these people are not skiing?

None	☐	50
One	☐	51
Two	☐	52
Three	☐	53
Four to Five	☐	54
Six or more	☐	55

27. Please indicate what influenced your choice in selecting your accommodations? (Check all that apply.)

Proximity to ski area	☐	56
Cost	☐	57
Size of room	☐	58
Recommended	☐	59
Part of the package	☐	60
In-house restaurant/bar	☐	61
Covered parking	☐	62
Advertisements	☐	63
Other	☐	64
None	☐	65

28. Do you plan to return to this area next year?

Yes	☐	66
No	☐	67
Don't know	☐	68

29. In planning your trip, what sources of information did you draw upon? (Check all that apply)

Airline	☐	69
Travel agent	☐	70
Brochures	☐	71
Advertisements	☐	72
Magazine or newspaper articles	☐	73
Radio/TV	☐	74
Word of mouth	☐	75
Ski shows	☐	76
Ski Club	☐	77
Other	☐	78

30. How far in advance did you plan this trip? (Check one only.)

More than 1 year	☐	79
Six to eleven months	☐	80
Three to five months	☐	81
One to two months	☐	82
Less than one month	☐	83

31. What month would you normally select to take a ski vacation?

November	☐	84
December	☐	85
January	☐	86
February	☐	87
March	☐	88
April	☐	89

32. Through whom did you make your transportation/ accommodation arrangements?

Travel agent	☐	90
Airline	☐	91
Resort Association	☐	92
Direct to accommodations	☐	93
Ski club	☐	94
Organized club	☐	95
No arrangement made	☐	96

33. Are you on a ski package plan?

Yes **(If yes skip to question No. 36)**	☐	97
No	☐	98

34. Were you aware that a ski package plan for this ski area was available?

Yes	☐	99
No	☐	100

35. If you were to ski on a package plan, please indicate your first choice of ski package length.

2 days	☐	101
3 days	☐	102
4–5 days	☐	103
6 days	☐	104
7 days or more	☐	105

36. What is your opinion of each of the area's service personnel listed below?

	Very Good 1	Good 2	Satis-factory 3	Poor 4	Very Poor 5	
Lift attendants	☐	☐	☐	☐	☐	7
Ski patrol personnel	☐	☐	☐	☐	☐	8
Ticket sellers	☐	☐	☐	☐	☐	9
Waitresses & waiters	☐	☐	☐	☐	☐	10
Accommodations staff	☐	☐	☐	☐	☐	11
Ski school instructors	☐	☐	☐	☐	☐	12
Shop personnel	☐	☐	☐	☐	☐	13
Ski host/hostesses	☐	☐	☐	☐	☐	14

37. How would you rate the services provided in this ski area, listed below:

	Very Good 1	Good 2	Satis-factory 3	Poor 4	Very Poor 5	
Quality of skiing terrain	☐	☐	☐	☐	☐	15
Lift line length	☐	☐	☐	☐	☐	16
Lift ticket price	☐	☐	☐	☐	☐	17
Snow conditions	☐	☐	☐	☐	☐	18
Ski Trail Grooming	☐	☐	☐	☐	☐	19
Ease of getting to area	☐	☐	☐	☐	☐	20
Base Area Parking	☐	☐	☐	☐	☐	21
Food Quality	☐	☐	☐	☐	☐	22
Variety of restaurants	☐	☐	☐	☐	☐	23
Lodging/accommodations	☐	☐	☐	☐	☐	24
Accommodation costs	☐	☐	☐	☐	☐	25
Housekeeping services	☐	☐	☐	☐	☐	26
Entertainment	☐	☐	☐	☐	☐	27
Shopping selection	☐	☐	☐	☐	☐	28
Attractiveness of setting	☐	☐	☐	☐	☐	29
Total cost of vacation	☐	☐	☐	☐	☐	30

38. How does this ski experience rate with other ski vacations you have taken? (Check one only).

Better	☐	31
About the same	☐	32
Not as good as most	☐	33
First ski trip ever taken	☐	34

39. You are:

Male	☐	35
Female	☐	36

40. Your marital status is:

Single	☐	37
Married	☐	38
Separated/Divorced	☐	39

41. Your age is:

12 or under	☐	40
13–18	☐	41
19–24	☐	42
25–29	☐	43
30–39	☐	44
40–54	☐	45
55 or over	☐	46

42. What is the annual income of your household?

$9,999 or less	☐	47
$10,000–19,999	☐	48
$20,000–24,999	☐	49
$25,000–34,999	☐	50
$35,000–49,999	☐	51
$50,000–74,999	☐	52
$75,000–99,999	☐	53
$100,000 and over	☐	54

43. How many people contribute to your annual household income?

_____ 55–56

44. What is the highest grade you have completed?

Grade School	☐	57
Some high school	☐	58
High school graduate	☐	59
Some college/university/technical school	☐	60
Technical/college/university graduate	☐	61

45. What is your occupation?

Professional practise	☐	62
Owner/manager	☐	63
Skilled labour	☐	64
Sales	☐	65
Clerical	☐	66
University/college student	☐	67
High school student	☐	68
Retired	☐	69
Houseperson	☐	70
Unemployed	☐	71
Other	☐	72

46. What other activities do you participate in? (Check all that apply)

Swimming	☐	73
Skating	☐	74
Racquet sports	☐	75
Golf	☐	76
Boating	☐	77
Scuba diving	☐	78
Cycling	☐	79
Aerobics/weight training	☐	80
Horseback Riding	☐	81
Hiking	☐	82

4 1–6

47. Write in how much you and your group will spend on this trip for the following items.

Ski Package (if applicable)	$ _____	7–10
Lift ticket	_____	11–14
Ski equipment rental	_____	15–18
Ski lessons	_____	19–22
Ski equipment/clothing purchase	_____	23–26
Apres ski activity	_____	27–30
Breakfasts	_____	31–34
Lunch and snacks	_____	35–38
Dinners	_____	39–42
Lodging/Accommodation	_____	43–46
Take-out beer/liquor	_____	47–50
Groceries	_____	51–54
Car/truck/bus expense	_____	55–58
Child care	_____	59–62
Other purchases	_____	63–66

48. How many people do these expenditures cover?

_____ 67–68

49. Have you ever taken a summer vacation at this ski area?

Yes	☐	69
No	☐	70

50. If no, would you consider visiting this ski area in summer?

Yes	☐	71
No	☐	72

51. If you were going to spend a summer vacation at this ski area, indicate the types of facilities, activities and programs affecting your decision to visit during the summer. (Check all that apply).

Tennis courts	☐	73
Golf course	☐	74
Recreational vehicle park/camping	☐	75
Fishing	☐	76
Day hiking trails	☐	77
Swimming	☐	78
Boating facilities	☐	79
Hot tubs/saunas	☐	80
Horseback riding	☐	81
Professional seminars/conferences	☐	82
Arts and crafts	☐	83
Scenic tours	☐	84
Summer stock theatre/music festival	☐	85
Miniature golf	☐	86
Pedestrian mall/shopping	☐	87
Other	☐	88

52. If this ski area was to expand, what facilities would you like to see established or improved? (Check all that apply).

Chairlift(s)	☐	89
Additional ski terrain	☐	90
Improved access road	☐	91
Day lodge	☐	92
Chalet sites	☐	93
Condo sales/rental	☐	94
Restaurant/lodge	☐	95
Hotel	☐	96
R.V. campsites	☐	97
Hot tubs/saunas	☐	98
Tennis courts	☐	99
Rental lockers	☐	100
Shopping & entertainment	☐	101
Groomed x-country trails	☐	102
Squash/racquetball courts	☐	103
Other	☐	104